

Building your business
on energy efficiency



Building Up

November 2006

A slowing economy has cooled the market for new homes. Combined with high heating costs, this has created an opportunity for contractors who specialize in energy-efficient home construction to attract buyers who want the bottom-line benefits of lower utility bills and long-term cost savings—as well as those motivated by environmental values.

We recently surveyed customers who built new homes to Minnesota Power's Triple E standards for thermal integrity and energy performance. They expressed high satisfaction with the comfort, durability, and indoor air quality of their Triple E homes and felt their investment was being repaid through energy savings and improved market values. In the words of Jay Abraham, a Long Prairie homeowner, "The Triple E rating is confirmation that you have a well-built home." Many spoke with gratitude and respect for builders who promoted energy efficiency and were confident enough in the quality of their work to have it evaluated and certified. They also appreciated the sizeable rebates.

Learn more about energy-efficient home construction and the new Triple E program requirements at the 2007 Energy Design Conference and Expo at the DECC in Duluth, Feb. 27-28. We hope to see you there—building your business on energy efficiency.

DEAN

Dean Talbott
Minnesota Power
Project Manager

Triple E Homeowners

Value Benefits

Return on Investment

"Living in Minnesota, we knew the investment would pay for itself," said Dave Johnson of his family's decision to build a Triple E home. Rebates, long-term cost savings, and energy conservation were among the benefits they considered.

"It just made sense," said Peg Johnson. "If energy-efficient construction is an option, and there are companies like Minnesota Power to assist, it's a no-brainer. I like seeing an energy company get behind these principles."



The Johnson family (back row Dave and Peg; front row Riley and Emilie) learned about energy performance along with their contractor. Their Triple E home is comfortable, tight, efficient to heat, and easy to cool.



The Triple E certification process was a learning experience for the Johnsons and their contractor. "The required blower tests found things right away that were fixed during construction," Dave Johnson said. "That definitely improved the home's energy efficiency."

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"Triple E definitely adds value. People look at how much it will cost to heat a home. It is a big deal these days."

Randy Hagen, Duluth

"Triple E is a great program. It becomes almost a competition to build a tighter house. It is exciting to think outside the box."

Kevin Claus, Hermantown



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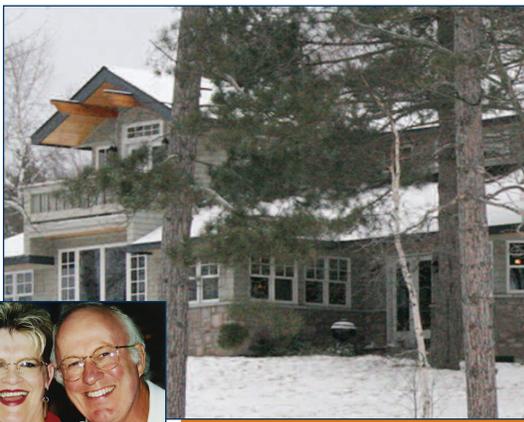
Beauty and Performance

Julie Beal was skeptical when her husband, David, announced he wanted to build a Triple E home for their retirement. "I wanted our house to be attractive, and he was more concerned with it being well insulated and tightly sealed," she said. "I didn't realize you could have both."

The key was finding a contractor who understood and believed in the Triple E concepts—and knew how to integrate them into exceptional design.

"Our contractor shared my philosophy of energy efficiency and was on the cutting edge in constructing to Triple E standards," David Beal said. "Our home has a very open design, but it isn't drafty, and we don't have cold pockets. Even in the middle of winter, the internal environment is extremely comfortable, and it is very cost efficient to heat."

Julie and David Beal worked with contractor Russell Gran to achieve the highest Triple E standards, combining architectural beauty and energy performance in a home they love.



"Triple E is the gold standard of home construction. Anybody building a home these days should insist upon it."

Wade Gordon, Cloquet

Energy Conservation and Efficiency

"I have environmentally friendly, conservation values," said Kerry Donars, of Duluth, who acted as general contractor for his contemporary hillside home. "In building a new construction, it was going to be as advanced as possible."

The striking new home maximizes natural daylight, passive solar gain, and the cooling breezes off Lake Superior to reduce energy use. Combined with advanced insulation and building techniques, high performance windows and doors, and energy-saving lighting and appliances, it easily qualified for Triple E rebates.

"Triple E wasn't about money, but about consumption," Donars said. "It is satisfying to do your best and meet those values of conservation."

Kerry Donars (left) stresses the need for more builders who are sensitive to Triple E and interested in achieving the highest score.



Mark Your Calendar

17th Annual Energy Design Conference & Expo

Feb. 27-28, 2007

Duluth Entertainment Convention Center (DECC)

- Workshops—New and Advanced Sessions
- Products and Service Exhibits
- Hands-on Demonstrations
- Door Prizes and Reception
- Continuing Education Credits

Register Online: www.duluthenergydesign.com.

Or call: 218.720.2796 or (toll free) 800.228.4966 ext. 2796

Space is limited, so register early. No walk-in registrations.

Featured Incentives

Triple E New Construction

Up to \$2,500 in program rebates, based on specific Triple E standards for thermal integrity, airtight construction, moisture control, ventilation, heating, and inclusion of ENERGY STAR®-qualified lighting and appliances.

Home Heating and Cooling

"Found Money" ECM Coupon Special: Total rebate of \$250 toward purchase and installation of a high efficiency furnace with electronically commutated motor (ECM). Good through Feb. 28, 2007. Visit www.mnpower.com/ecmcoupon for coupon.

Other rebates are available. For more information about Minnesota Power's Triple E New Construction program and a complete listing of all current residential rebates and savings, please visit www.mnpower.com/foundmoney.

Contact Information



30 West Superior Street
Duluth, MN 55802-2093
Toll-Free 800.228.4966
218.722.2641
www.mnpower.com

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